

FCC Petition.txt

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
44512th Street, SW,
RoomTW-A325
Washington,DC20554

RE: Market Modification Petition for Washburn County, Wisconsin

To Media Bureau

This Special Relief petition is for the County of Washburn Wisconsin to have the FCC change its DMA to add the following TV stations to its area.:

ABC's station WQOW channel 18 is Eau Claire, Wisconsin
NBC's station WEAU channel 13 Eau Claire, Wisconsin
CBS's station WKBT-DT channel 8 La Crosse, Wisconsin
FOX's station WEUX channel 48 Eau Claire, Wisconsin
PBS's Station WHWC channel 28 Menomonie, Wisconsin
PBS's ,station WLEF channel 36 Superior, Wisconsin

The present DMA are of stations in the state of Minnesota. To add the stations above to the DMA of Washburn County Wisconsin, would allow the stations to be added to the carriage by the satellites of DirectTV and Dish TV as local channels. The two PBS stations appear to be identical in schedule so only one of the two is necessary.

These stations carry local news, weather, sports (such as high school results that are not available to the area now; College and Pro, some are and some aren't). The political news and ads would be informative to Wisconsin residents, where as now they are about the Minnesota politics. This would improve the County's residents knowledge of what is happening so as to improve participation in local activities.

At one time you could get the TV stations from the Twin Cities MN, Superior WI/Duluth MN and the Eau Claire areas via external antennas. This varied over different areas of the county. After the change to digital transmission the only stations available in some areas are the Eau Claire Stations. Thus it would appear that The DMA of Washburn County should include the Eau Claire stations. The Eau Claire stations do cover news, weather, sports, political ads, and shopping ads that are more attuned to the people living in this area.

There is a major highway US-53 that runs down the middle of Washburn county to Eau Claire. Thus being a good place to go shopping and etc.

Washburn County
County Clerk, County Board Secretary:
Lolita Olson

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